

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe, et al.
Serial No.: 09/966,845
Filing Date: September 28, 2001
Confirmation No.: 4972
Group Art Unit: 3622
Examiner: Yehdega Retta
Title: SYSTEM AND METHOD FOR PROFILING
CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

RESPONSE TO EXAMINER'S FINAL ACTION

In response to the Final Action issued December 2, 2009, Applicant respectfully requests the Examiner to reconsider the rejection of the claims and the objections to this Reissue Application in view of the following amendments and/or comments as set forth below.